



## EVENT: 2014 Launch of the Provincial Eating Disorders Awareness (PEDAW) campaign: *love our bodies, love ourselves!*

### Important dates:

- The beginning of February marks the launch of the Provincial Eating Disorders Awareness (PEDAW) campaign!
- Canadian National Eating Disorder Awareness Week (February 2<sup>rd</sup> – 8<sup>th</sup>)
- February 7<sup>th</sup>: Wear Purple for PEDAW! BC Place & Science World light up purple.

### Wear Purple for PEDAW!:

**WHEN:** Friday, February 7<sup>th</sup>, 2014

**WHERE:** Anywhere in BC

**WHAT:** Wear Purple in support of the Provincial Eating Disorders Awareness (PEDAW) campaign February 7th. Science World & BC Place will be lit up purple in support of eating disorder awareness. Tweet @loveourbodies or share photos of you wearing purple on our Facebook

page: [www.facebook.com/loveourbodiesloveourselves](http://www.facebook.com/loveourbodiesloveourselves)

Join our event page here: [www.facebook.com/events/722953724404917](http://www.facebook.com/events/722953724404917)

### PEDAW Wristband Challenge Photos Revealed:

**WHEN:** Throughout the month of February

**WHERE:** Online at [www.facebook.com/loveourbodiesloveourselves](http://www.facebook.com/loveourbodiesloveourselves)

**WHAT:** Individuals, organizations, even some well-known people in BC have been requesting wristbands to participate in our Wristband Photo Challenge. We plan on revealing new photos through our social media channels during the month of February. Missed the January 20<sup>th</sup> deadline to participate in the Challenge, but still want a wristband? If you live in BC, you can order one for free by emailing your name and address to: [pedaw@familyservices.bc.ca](mailto:pedaw@familyservices.bc.ca)

### Inspirational Guest Bloggers:

**WHEN:** Throughout the month of February

**WHERE:** Online at [www.loveourbodiesloveourselves.blogspot.ca](http://www.loveourbodiesloveourselves.blogspot.ca)

**WHAT:** PEDAW has guest bloggers lined up to share their perspectives and insights relating to eating disorders, body image, etc. throughout the month of February!



## PEDAW Events Calendar:

We've added a section of our blog that includes an event calendar. Check it out here: [loveourbodiesloveourselves.blogspot.ca/p/events-calendar.html](http://loveourbodiesloveourselves.blogspot.ca/p/events-calendar.html)

## PEDAW Posters:

Posters to be distributed to a number of libraries, schools, and recreation centers throughout BC with the phrase, *Your Weight is Not your Worth.*

## About PEDAW:

The Provincial Eating Disorders Awareness (PEDAW) campaign is a BC Province wide effort to raise awareness around prevention and early intervention of eating disorders as well as media literacy, resiliency, building healthy body image and self-esteem. The initiative is led by Jessie's Legacy Eating Disorders Prevention Program at Family Services of the North Shore in collaboration with Kelty Mental Health Resource Centre, Looking Glass Foundation, St. Paul's Specialized Adult Eating Disorder Program, BC Children's Hospital Eating Disorders Program, Healthy Minds, Healthy Campuses and Project True. PEDAW is launched the first full week in February with activities and events taking place throughout the year.

## Keep in touch for latest news via Social Media!

**EMAIL:** [pedaw@familyservices.bc.ca](mailto:pedaw@familyservices.bc.ca)

**FACEBOOK:** [www.facebook.com/loveourbodiesloveourselves](http://www.facebook.com/loveourbodiesloveourselves)

**TWITTER:** @loveourbodies

**BLOG:** [loveourbodiesloveourselves.blogspot.ca](http://loveourbodiesloveourselves.blogspot.ca)

**WEBSITE:** [www.jessieslegacy.com](http://www.jessieslegacy.com)

**YOUTUBE:** [www.youtube.com/user/loveourbodies](http://www.youtube.com/user/loveourbodies)